

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM309904

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
DHV, LLC		07/07/2014	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	E. & J. Gallo Winery		
Street Address:	600 Yosemite Boulevard		
City:	Modesto		
State/Country:	CALIFORNIA		
Postal Code:	95354		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85277648	DARK HORSE	
CORRESPONDENCE DATA			
Fax Number:	2093413719		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(209) 341-6349		
Email:	tm.group@ejgallo.com		
Correspondent Name:	Kristi W. Whalen		
Address Line 1:	600 Yosemite Boulevard		
Address Line 2:	Legal Department		
Address Line 4:	Modesto, CALIFORNIA 95354		
ATTORNEY DOCKET NUMBER:	DARK HORSE		
NAME OF SUBMITTER:	Kristi W. Whalen		
SIGNATURE:	/kww/		
DATE SIGNED:	07/08/2014		
Total Attachments: 1			
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OP \$40.00 85277648

TRADEMARK ASSIGNMENT

WHEREAS, the parties have entered into that certain Asset Purchase Agreement dated as of July 7, 2014 (the "Agreement"), and this Assignment is subject to and directed by that Agreement;

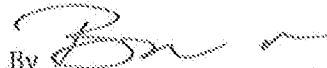
WHEREAS, DHV, LLC, a Delaware limited liability company with a place of business at 2711 Centerville Road, #400 Wilmington, Delaware 19808 ("Assignor"), is the owner of all right, title and interest in and to the trademarks shown in Community Trade Mark Registration No. 010292191 and United States Trademark Application No. 85277648 (the "Trademarks");

WHEREAS, E. & J. Gallo Winery, a California corporation with a place of business at 600 Yosemite Boulevard, Modesto, CA 95354 ("Assignee"), desires to acquire all right, title and interest in and to the Trademarks; and


WHEREAS, in the United States, for the purpose of 37 C.F.R. § 3.16, Assignee is a successor to Assignor's ongoing and existing business related to United States Trademark Application No. 85277648.

NOW THEREFORE, pursuant to the Agreement, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title, and interest of Assignor in and to the Trademarks, together with all corresponding rights and goodwill.

DHV, LLC

By 
Name: Bart Mori
Title: Attorney at Law
Date: 7/7/14

E. & J. GALLO WINERY

By 
Name: Gary Kopolik
Title: Secretary VP & GENERAL MANAGER
Date: July 7, 2014